



To All RJR Retail Partners

RETAILER LETTER

DORAL B2G11P

OUR #1 PRIORITY IN 1997 WILL BE TO GET OUR PROMOTIONS TO YOUR CUSTOMERS IN THE QUICKEST WAY POSSIBLE. OUR 1997 PROMOTIONS DIFFER FROM PAST PROMOTIONS AS FOLLOWS:

- WE ASK YOU TO ASSEMBLE DISPLAYS AT YOUR STORE.
- EACH DISPLAY CONTAINS UNPROMOTED 100 CIGARETTES.

**IMPORTANT NOTE: THIS IS NOT A TAKE-AWAY YOUR WHOLESALEMER.
DO NOT RETURN THIS PRODUCT TO YOUR WHOLESALEMER.
PLACE THIS PRODUCT INTO YOUR REGULAR INVENTORY.**

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS. IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT, PLEASE CONTACT YOUR RJR REPRESENTATIVE.

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